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## Departments/Insights

### DIGITAL GATEWAY

#### Is Cable Up to Speed?

Cable operators want to offer digital TV, phone and data services—but here's how fast they're really progressing (1/6/97, pp. 34-36, by Chris Nolan)

#### WebTV: High-Speed Partner?

WebTV is out there, but what does it mean for cable? (1/27/97, pp. 24-26, by Jim Cooper)

#### New 'Labs' on the Block

Digital Equipment gives operators another resource to test high-tech applications (1/27/97, pp. 26-28, by Simon Applebaum)

#### The 'Net: 1997

Web pages, high-speed trials and roll-outs—what's the next step? (2/17/97, pp. 30-32, by Jim Cooper)

#### Reality Check

Ops aren't ready yet for addressable ads (2/17/97, p. 32, by Jim Forkan)

#### The Marketing of PCS

Sprint PCS tries to crack Southern California (3/3/97, pp. 21-22, by Jim Forkan)

#### Pricing Digital Set-Tops:

#### A Tricky Business

The Telecom Act provides for an intriguing strategy (3/17/97, pp. 54-55, by Tom Kerver)

#### Why 480?

Looking for ways to cut costs—help may be at hand (3/17/97, p. 56, by Tom Kerver)

#### WebTV Courts Cable

WebTV wants cable distribution, and so far MSOs are listening (3/17/97, p. 60, by Simon Applebaum)

#### 'Cybertising': The Next Step

Cable networks are struggling to find the right formula for advertising on the Web (4/7/97, pp. 28-30, by Jim Cooper)

#### Should Cable Push the 'Net?

Cable sees Internet access as salvation, but is that smart? (4/28/97, pp. 26-27, by Paul Sweeting)

#### Internet Access for the Smaller Guy

'Third-party' outfits help operators establish, and maintain, online businesses (5/12/97, pp. 23-24, by Marc Osgoode Smith)

#### Modems: Cable Wants Action

Will modem-making repeat the odyssey of digital set-top delays? (6/2/97, p. 38, by Marc Osgoode Smith)

#### The Cable Enterprise Network '97

The backbone of the broadband system of the future (6/2/97, pp. 40-41, by Simon Applebaum)

#### Untangling the Web

Here are some examples of Web solutions for small operators (6/16/97, pp. 37-38, by Tom Kerver)

#### Nets Target 'Cyber Tikes'

As kids TV gets increasingly competitive, the Internet could be the next battleground (6/30/97, pp. 30-32, by Jim Cooper)

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Advanced analog set-top boxes could deliver interactive features via a new chip (6/30/97, p. 32, by Simon Applebaum)

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#### Is Interactivity Dead?

No. Here are some players trying to keep it alive (8/18/97, pp. 44-46, by Jim Cooper)

#### Disney's Model Village

Celebration in Florida has 750 MHz two-way plant, leased by Jones (9/22/97, pp. 40-42, by Tom Kerver)

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A new analog set-top box offers Internet access, phone, fax (9/22/97, p. 42, by Simon Applebaum)

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#### No Traffic Jams!

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### New Year, New Look

Adelphia's marketing and rollout of new non-cable services are more evolution than revolution (1/27/97, pp. 32-34, by Jim Forkan)

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Time Warner Cable will make a name for itself by playing on the rich heritage of its parent's brands (2/17/97, pp. 34-37, by Jim Forkan)

### Wiring the Whole House

Many operators think the 'additional outlet' concept can be key in the war against DBS (3/3/97, p. 26, by Jim Forkan)

### Harron Preps for 'Tomorrow'

Harron's new image campaign proves that branding's not just for the big guys (3/17/97, pp. 65-66, by Jim Forkan)

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In a nutshell—competition, branding, new services, pricing and pleasing subs (4/28/97, pp. 30-32, by Jim Forkan)

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Chambers says operations in an off-premises environment make the best economic sense (2/17/97, p. 38, by Simon Applebaum)

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Cox tests video, voice and data services via a new outside-the-home box in Oklahoma City (5/12/97, p. 30, by Simon Applebaum)

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### Learning From a Fiber Net

Galaxy Telecom pours \$10 million into a statewide fiber net linking schools and hospitals (8/18/97, pp. 52-54, by Simon Applebaum)

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TCI can now process a day's worth of transactions within four-to-six hours, down from 10 hours (9/22/97, pp. 52-54, by Simon Applebaum)

### Building Better Boxes

An Intel breakthrough, which doubles the memory of current chips, will be good for digital set-tops (10/6/97, p. 38, by Marc Osgoode Smith)

### The Set-Top Evolution

Will IBM's breakthrough produce cheaper, more capable digital set-tops? (10/20/97, p. 48, by Simon Applebaum)

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### Fall Preview: Cable Has the Edge

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### Fall Preview: Attention Operators!

Here are 10 hot programs to create marketing buzz and local ad dollars (8/18/97, pp. 38-42, by Jim Cooper)

### Manhattan Melodrama

What happened behind the scenes as 40 networks vied to be picked up on a new Time Warner tier in the nation's largest market? (9/22/97, pp. 30-36, by Jim Cooper)

### Six Degrees of Barry Diller

Diller wins the game in which every star in the entertainment world can, through one relationship or another, be linked to him (11/17/97, pp. 26-27, by Jim Cooper and Craig Leddy)

## MARKETING & ADVERTISING

### Bundling: The Next Big Trend?

Consumers are attracted to the idea of telecommunications services, but they favor telcos over cable operators. The solution for cable? It's Internet access (1/27/97, pp. 19-22, by Jim Forkan)

### The Three Ms

Cable had better focus on making money, marketing and 'mainstreaming' as three key factors in online success (6/16/97, pp. 25-26, by Jim Cooper)

### When Can Cable Expect to Make Money on the Net?

Cablevision asks 10 new media chieftains, and here are their answers (6/16/97, pp. 28-29)

### The Power of Branding

TCI tumbles, Cox and Continental shine. Women cheer, men jeer. All in Cablevision's second annual branding survey (7/21/97, pp. 24-37, by Paul Sweeting)

### 'All' in the Family

Digital cable is winning over TCI's Hartford area families, but the going is slow and the competition could be tough (8/18/97, pp. 30-36, by Tom Kerver)

### Cable's 007s

Part salesperson, part spy, today's affiliate relations reps are adapting to a more demanding environment (11/3/97, pp. 19-23, by Jim Cooper)

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### Has Barry Diller Hit the Jackpot?

Barry Diller talks about HSN, digital TV and the government decisions that could help make his dream for a new network a reality (5/12/97, pp. 16-19, by Jim Cooper)

### Armed Combat

An electric power company takes on TCI in a battle that provides lessons for the future (6/30/97, pp. 18-22, by Tom Kerver)

### Will the Bulls Keep Running?

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### Top 100 Cable Systems

(12/8/97, pp. 87-94)





## Denver Peaks

From MediaOne's relocation to TCI's new headquarters, Denver has renewed its status as the cable industry's capital (12/8/97, pp. 64-69, by Craig Kuhl)

## TECHNOLOGY & OPERATIONS

### Cox's Western Push

PCS. Wired telephony. High-speed data delivery. Digital TV. The future is now in San Diego and Orange County, where Cox subs will get it all (1/6/97, pp. 18-24, by Tom Kerver)

### Digital Summit

Experts answer 20 key questions about television's digital future (6/2/97, pp. 18-28, by Tom Kerver)

### How Pirates Ride the 'Net

The Internet has become a pipeline for sales of illegal decoders, information—and misinformation—about stealing cable service. And the industry is virtually powerless to stop it (6/16/97, pp. 18-23, by Leslie Goff and Craig Leddy)

### Cable Modems: Taking Stock

How many will be out there, and how fast? Here are some predictions (6/16/97, p. 32, by Marc Osgood Smith)

### What Are You Worth?

On the whole, operators' salaries have gone up and job satisfaction is generally... well... satisfactory. Things could be better for women and minorities (10/6/97, pp. 21-28, by Tom Kerver)

### Project OpenCable: The Quest for a Digital Platform

The industry has embarked on an ambitious endeavor to create an open platform for digital set-tops. But if the past is prologue, it's an elusive goal and expensive for operators (11/17/97, pp. 43-50, by Tom Kerver)

## COMPANIES

### Can the Little Guy Make It Big?

Yes. Buford TV may be a small operator, but its plan for digital TV is ambitious and innovative (3/3/97, pp. 15-20, by Tom Kerver)

### U S West's Cable Puzzle

How U S West Media Group is piecing together a cable powerhouse (3/17/97, pp. 26-30, by Tom Kerver)

## TCI's New Digital Plan

A new strategy will enable TCI to enter digital TV, high-speed data and even video telephony at dramatically lower costs (4/28/97, pp. 18-22, by Tom Kerver)

### Lenfest Builds a 'Supercluster'

To support a quick rollout of new services, Lenfest is tying 16 systems—and a lot of dollars—into one giant cluster (6/2/97, pp. 31-36, by Simon Applebaum)

### The 'Boston Massacre'

Here's the fallout over the Denver move, as MediaOne employees ponder the legacy of Amos Hostetter—and their fates (9/22/97, pp. 28-29, by Marc Osgood Smith)

### At Home With @Home

On the edge of Silicon Valley, @Home has quickly grown from an interesting start-up into a promising company valued at \$2.6 billion (10/20/97, pp. 34-39, by Jim Cooper)

### Who's Who in Silicon Valley

Meet the key players on the cutting edge of the cable-computer alliance (12/8/97, pp. 26-60, by Jim Cooper, Simon Applebaum, Craig Leddy, Tom Kerver and Marc Osgood Smith)

## POLICY

### Five Hot Issues

If you think last year's adoption of the Telecom Act means Washington now will be a quiet place, think again. Here are some disputes that are ready to erupt (3/17/97, pp. 35-40, by Marc Osgood Smith)

### Setting the Rules for the Digital TV Era

What will the Supreme Court's must-carry decision, and the FCC's 6 MHz grant to broadcasters, mean to cable? (4/28/97, pp. 23-25, by Marc Osgood Smith)

### Meet the Commissioners

Want to know what you can expect from the new FCC? Here's an introduction to the four nominees (10/20/97, pp. 30-31, by Marc Osgood Smith)

### TV-MESS

During the recent controversy over program ratings, cable tried to take a lead position, only to see its efforts railroaded by presidential politics and broadcasters' self-interests (11/17/97, pp. 30-40, by Marc Osgood Smith)

## OTHER

### How're We Doin'?

There's no time like the present for taking a look at where cable's been in '96, and where it's going for '97 (1/6/97, pp. 26-32, by Tom Kerver, Jim Cooper, Chris Nolan and Jim Forkan)

### Cable: The Next Generation

New faces to look for at NCTA '97 (3/17/97, pp. 45-50, by Simon Applebaum, Jim Cooper and Jim Forkan)

### Comic Relief

Readers submit their favorite toons about cable (3/17/97, pp. 83-86)

### Faces of the Web

Here's an introduction to six of the people who are crafting cable's new media future today (6/16/97, pp. 30-31, by Jim Cooper)

### Big Apple Turnover

New York City area channel lineups could get shuffled amid moves by Cablevision and Time Warner (6/30/97, pp. 25-29, by Simon Applebaum)

### Cable: The Next Marketing Generation

Another set of new faces to look for, this time at CTAM (7/21/97, pp. 39-41, by Simon Applebaum)

### Meet Cable's New Faces

Our third collection of industry up-and-comers, hitting the Western Show (12/8/97, pp. 71-73, by Simon Applebaum)

## SPECIAL SECTIONS

**Serving the Nation's Students:  
A Guide to Cable & Education**  
(2/17/97)

**Programming '97: The New Deal  
The Big Shakedown**  
(3/3/97)

**1997 Beacon Awards**  
(4/28/97)

**1997 Guide to the New Congress**  
(5/12/97)

**1997 CTAM Mark Awards**  
(7/21/97)

**1997 Operator of the Year/  
Innovator Awards**  
(9/22/97)

